WEST Search History

Hide Items | Restore | Clear | Cancel

DATE: Thursday, April 22, 2004

Hide?	Set Name	Query	Hit Count
		DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ	
☐	L19	L18 and l4	2
☐	L18	19980529	1037
☐	L17	((service adj2 provider) or SP or ISP) near8 ((content adj3 (server or provider)) or CP or ICP)	3333
☐	L16	19980529	1
☐	L15	((service adj2 provider) or SP or ISP) near8 ((content adj3 (server or provider)) or CP or ICP)near8 ((user or client) near5 (ID or identity or identification or password or profile))	59
		DB=USPT; PLUR=YES; OP=ADJ	
☐	L14	((service adj2 provider) or SP or ISP) near8 ((content adj3 (server or provider)) or CP or ICP)near8 ((user or client) near5 (ID or identity or identification or password or profile))	10
		DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ	
☐	L13	19980529	3
☐	L12	((service adj2 provider) or SP or ISP) near8 ((user or client) near5 (ID or identity or identification or password or profile)) near8 ((content or web) adj3 server)	22
☐	L11	((service adj2 provider) or SP or ISP) near8 ((user or client) near5 (ID or identity or identification or password)) near8 ((user or client) near5 profile) near8 ((content or web) adj3 server)	0
☐	L10	L9 NOT l7	25
☐	L9	19980529	30
☐	L8	((customize or customizing or customized) near8 (service or data or information)) same (server near8 (profile or identity or identification))	189
☐	L7	L6 and l5	5
☐	L6	L4 and (user adj3 profile)	92
☐	L5	L4 and (server adj3 identity)	5
☐	L4	19980529	182
☐	L3	((customize or customizing or customized) near8 (service or data or information)) same (user or client or terminal or server) near8 (profile or identity or identification)	944
☐	L2	19980529	98
☐	L1	(customize or customizing or customized) near8 (service or data or information) near8 (user or client or terminal or server) near8 (profile or	490

WEST Search History

Hide Items | Restore | Clear | Cancel

DATE: Thursday, April 22, 2004

Hide?	Set Name	Query	Hit Count
		DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ	
☐	L5	l3 NOT l4	6
☐	L4	19980529	5
☐	L3	((ISP or SP or (service adj3 provider)) near5 identity) same ((customize or customizing or customized) near8 (data or information or page or content))	11
☐	L2	19980529	199
☐	L1	(ISP or SP or (service adj3 provider)) near5 identity	798

END OF SEARCH HISTORY

First Hit Fwd Refs

Generate Collection

L7: Entry 1 of 5 File: USPT Oct 1, 2002

DOCUMENT-IDENTIFIER: US 6460036 B1
TITLE: System and method for providing customized electronic newspapers and target advertisements

Abstract Text (1):
This invention relates to customized electronic identification of desirable objects, such as news articles, in an electronic media environment, and in particular to a system that automatically constructs both a "target profile" for each target object in the electronic media based, for example, on the frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a "target profile interest summary" for each user, which target profile interest summary describes the user's interest level in various types of target objects. The system then evaluates the target profiles against the users' target profile interest summaries to generate a user-customized rank ordered listing of target objects most likely to be of interest to each user so that the user can select from among these potentially relevant target objects, which were automatically selected by this system from the plethora of target objects that are profiled on the electronic media. Users' target profile interest summaries can be used to efficiently organize the distribution of information in a large scale system consisting of many users interconnected by means of a communication network. Additionally, a cryptographically-based pseudonym proxy server is provided to ensure the privacy of a user's target profile interest summary, by giving the user control over the ability of third parties to access this summary and to identify or contact the user.

Application Filing Date (1):
19971205

Brief Summary Text (2):
This invention relates to customized electronic identification of desirable objects, such as news articles, in an electronic media environment, and in particular to a system that automatically constructs both a "target profile" for each target object in the electronic media based, for example, on the frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a "target profile interest summary" for each user, which target profile interest summary describes the user's interest level in various types of tar get objects. The system then evaluates the target profiles against the users' target profile interest summaries to generate a user-customized rank ordered listing of target objects most likely to be of interest to each user so that the user can select from among these potentially relevant target objects, which were automatically selected by this system from the plethora of target objects that are profiled. on the electronic media. Users' target profile interest summaries can be used to efficiently organize the distribution of information in a large scale system consisting of many users interconnected by means of a communication network. Additionally, a cryptographically based proxy server is provided to ensure privacy of a user's target profile interest summary, by giving the user control over the ability of third parties to access this summary and to identify or contact the user.

Brief Summary Text (15):

Relevant definitions of terms for the purpose of this description include: (a.) an object available for access by the user, which may be either physical or electronic in nature, is termed a "target object", (b.) a digitally represented profile indicating t hat target object's attributes is termed a "target profile", (c.) the user looking for the target object is termed a "user", (d.) a profile holding that user's attributes, including age/zip code/etc. is termed a "user profile", (e.) a summary of digital profiles of target objects that a user likes and/or dislikes, is termed the "target profile interest summary" of that user, (f) a profile consisting of a collection of attributes, such that a user likes target objects whose profiles are similar to this collection, of attributes, is termed a "search profile" or in some contexts a "query" or "query profile," (g.) a specific embodiment of the target profile interest summary which comprises a set of search profiles is termed the "search profile set" of a user, (h.) a collection of target objects with similar profiles, is termed a "cluster," (i.) an aggregate profile formed by averaging the attributes of all tar get objects in a cluster, termed a "cluster profile," (j.) a real number determined by calculating the statistical variance of the profiles of all target objects in a cluster, is termed a "cluster variance," (k.) a real number determined by calculating the maximum distance between the profiles of any two target objects in a cluster, is termed a "cluster diameter."

Brief Summary Text (16):
The system for electronic identification of desirable objects of the present invention automatically constructs both a target profile for each target object in the electronic media based, for example, on the frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a "target profile interest summary" for each user, which target profile interest summary describes the user's interest level in various types of target objects. The system then evaluates the target profiles against the users' target profile interest summaries to generate a user-customized rank ordered listing of tar get objects most likely to be of interest to each user so that the user can select from among these potentially relevant target objects, which were automatically selected by this system from the plethora of target objects available on the electronic media.

Brief Summary Text (17):
Because people have multiple interests, a target profile interest, summary for a single user must represent multiple areas of interest, for example, by consisting of a set of individual search profiles, each of which identifies one of the user's areas of interest. Each user is presented with those target objects whose profiles most closely match the user's interests as described by the user's target profile interest summary. Users' target profile interest summaries are automatically updated on a continuing basis to reflect each user's changing interests. In addition, target objects can be grouped into clusters based on their similarity to each other, for example, based on similarity of their topics in the case where the target objects are published articles; and menus automatically generated for each cluster of target objects to allow users to navigate throughout the clusters and manually locate target objects of interest. For reasons of confidentiality and privacy, a particular user may not wish to make public all of the interests recorded in the user's target profile interest summary, particularly when these interests are determined by the user's purchasing patterns. The user may desire that all or part of the target profile interest summary be kept confidential, such as information relating to the user's political, religious, financial or purchasing behavior; indeed, confidentiality with respect to purchasing behavior is the user's legal right in many states. It is therefore necessary that data in a user's target profile interest summary be protected from unwanted disclosure except with the user's agreement. At the same time, the user's target profile interest summaries must be accessible to the relevant servers that perform the matching of target objects to the users, if the benefit of this matching is desired by both providers and consumers of the target objects. The disclosed system provides a solution to

the privacy problem by using a proxy server which acts as an intermediary between the information provider and the user. The proxy server dissociates the user's true identity from the pseudonym by the use of cryptographic techniques. The proxy server also permits users to control access to their target profile interest summaries and/or user profiles, including provision of this information to marketers and advertisers if they so desire, possibly in exchange for cash or other considerations. Marketers may purchase these profiles in order to target advertisements to particular users, or they may purchase partial user profiles, which do not include enough information to identify the individual users in question, in order to carry out standard kinds of demographic analysis and market research on the resulting database of partial user profiles.

Brief Summary Text (19):
The preferred embodiment of the system for customized electronic identification of desirable objects operates in an electronic media environment for accessing these target objects, which may be news, electronic mail, other published documents, or product descriptions. The system in its broadest construction comprises three conceptual modules, which may be separate entities distributed across many implementing systems, or combined into a lesser subset of physical entities. The specific embodiment of this system disclosed herein illustrates the use of a first module which automatically constructs a "target profile" for each target object in the electronic media based on various descriptive attributes of the target object. A second module uses interest feedback from users to construct a "target profile interest summary" for each user, for example in the form of a "search profile set" consisting of a plurality of search profiles, each of which corresponds to a single topic of high interest for the user. The system further includes a profile processing module which estimates each user's interest in various target objects by reference to the users' target profile interest summaries, for example by comparing the target profiles of these target objects against the search profiles in users' search profile sets, and generates for each user a customized rank-ordered listing of target objects most likely to be of interest to that user. Each user's target profile interest summary is automatically updated on a continuing basis to, reflect the user's changing interests.

Brief Summary Text (21):
The ability to measure the similarity of profiles describing target objects and a user's interests can be applied in two basic ways: filtering and browsing. Filtering is useful when large numbers of target objects are described in the electronic media s pace. These target objects can for example be articles that are received or potentially received by a user, who only has time to read a small fraction of them. For example, one might potentially receive all items on the AP news wire service, all items posted to a number of news groups, all advertisements in a set of newspapers, or all unsolicited electronic mail, but few people have the time or inclination to read so many articles. A filtering system in the system for customized electronic identification of, desirable objects automatically selects a set of articles that the user is likely to wish to read. The accuracy of this filtering system improves over time by noting which articles the user reads and by generating a measurement of the depth to which the user reads each article. This information is then used to update the user's target profile interest summary. Browsing provides an alternate method of selecting a small subset of a large number of target objects, such as articles. Articles are organized so that users can actively navigate among groups of articles by moving from one group to a larger, more general group, to a smaller, more specific group, or to a closely related group. Each individual article forms a one-member group of its own, so that the user can navigate to and from individual articles as well as larger groups. The methods used by the system for customized electronic identification of desirable objects allow articles to be grouped into clusters and the clusters to be grouped and merged into larger and larger clusters. These hierarchies of clusters then form the basis for menuing and navigational systems to allow the rapid searching of large numbers of articles. This same clustering technique is applicable to any type

of target objects that can be profiled on the electronic media.

Brief Summary Text (22):
There are a number of variations on the theme of developing and using profiles for article retrieval, with the basic implementation of an on-line news clipping service representing the preferred embodiment of the invention. Variations of this basic system are disclosed and comprise a system to filter electronic mail, an extension for retrieval of target objects such as purchasable items which may have more complex descriptions, a system to automatically build and alter menuing systems for browsing and searching through large numbers of target objects, and a system to construct virtual communities of people with common interests. These intelligent filters and browsers are necessary to provide a truly passive, intelligent system interface. A user interface that permits intuitive browsing and filtering represents for the first time an intelligent system for determining the affinities between users and target objects. The detailed, comprehensive target profiles and user-specific target profile interest summaries enable the system to provide responsive routing of specific queries for user information access. The information maps so produced and the application of users' target profile interest summaries to predict the information consumption patterns of a user allows for pre-caching of data at locations on the data communication network and at times that minimize the traffic flow in the communication network to thereby efficiently provide the desired information to the user and/or conserve valuable storage space by only storing those target objects (or segments thereof) which are relevant to the user's interests.

Detailed Description Text (31):
If the target objects are electronic mail messages, interest points might also be added in the case of a particularly lengthy or particularly prompt reply. If the target objects are purchasable goods, interest points might be added for target objects that the user actually purchases, with further points in the case of a large-quantity or high-price purchase. In any domain, further points might be added for target objects that the user accesses early in a session, on the grounds that users access the object s that most interest them first. Other potential sources of passive feedback include an electronic measurement of the extent to which the user's pupils dilate while the user views the target object or a description of the target object. It is possible to combine active and passive feedback. One option is to take a weighted average of the two ratings. Another option is to use passive feedback by default, but to allow the user to examine and actively modify the passive feedback score. In the scenario above, for instance, an uninteresting article may sometimes remain on the display device for a long period while the user is engaged in unrelated business; the passive feedback score, is then inappropriately high, and the user may wish to correct it before continuing. In the preferred embodiment of the invention, a visual indicator, such as a sliding bar or indicator needle on the user's screen, can be used is to continuously display the passive feedback score estimated by the system for the target object being viewed, unless the user has manually adjusted the indicator by a mouse operation or other means in order to reflect a different score for this target object, after which the indicator displays the active feedback score selected by the user, and this active feedback score is used by the system instead of the passive feedback score. In a variation, the user cannot see or adjust the indicator until just after the user has finished viewing the target object. Regardless how a user's feedback is computed, it is stored long-term as part of that user's target profile interest summary.

Detailed Description Text (36):
To effectively apply the smoothing technique, it is necessary to have a definition of the similarity distance between (U, X) and (V, Y), for any users U and V and any target objects X and Y. We have already seen how to define the distance d(X, Y) between two target objects X and Y, given their attributes. We may regard a pair such as (U. X) as an extended object that bears all the attributes of target X and

First Hit Fwd Refs

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L10: Entry 2 of 25 File: USPT Aug 21, 2001

DOCUMENT-IDENTIFIER: US 6279112 B1
TITLE: Controlled transfer of information in computer networks

Application Filing Date (1):
19961029

Brief Summary Text (14):
Another aspect of the invention features a network-based system for automatic transfer of information pertaining to a personal profile of a user that includes a client computer and a server computer interconnected by a computer network. The server computer transmits to the client computer a document that includes a request for personal profile information pertaining to a user of the client computer. The client computer receives the document that includes the request for personal profile information, and activates a client avatar at the client computer. The client avatar compares the request for personal profile information with a security profile of the user limiting access to personal profile information and causes a subset of a personal profile of the user to be transmitted to the server computer based on the request for personal profile information and the security profile. The server computer transmits to the client computer information customized for the user based on the subset of the personal profile of the user.

Detailed Description Text (33):
After the client avatar determines which requested information can be released to the server computer, the client avatar transmits a subset of the client personal profile to the server computer, or sends an authorization message to the agency computer, which in turn transmits the subset of the client personal profile to the server computer (step 222). The subset includes all information in the client personal profile requested in the profile query and authorized for release to the server computer. Thus, the subset may not include all the information requested in the profile query. The server computer then transmits a client-specific sales offer or a customized document such as an electronic newspaper or magazine to the client computer based on the subset of the client personal profile received by the server computer (step 224), and the offer or document is displayed to the user at the client computer. The server computer may use the subset of the client personal profile to customize other web-based services offered to the user, including digital coupons, search services, and advertisements. Client-specific sales offers and coupons can be implemented in accordance with the smart digital offer technique described above in connection with FIGS. 3 and 4A-4B. The server computer could alternatively use the subset of the client personal profile to select or fabricate a channel object to send to the client computer, the channel object corresponding to a channel for asynchronous transfer of information to the client computer. The client computer can then activate the channel object in accordance with the technique described above in connection with FIGS. 1 and 2. The server computer may even create a broadcast or multicast channel for the user by broadcasting or multicasting client-specific information and placing a specific identifying character or code at the beginning of the client-specific information. All of this can be accomplished using a single client personal profile stored at the client computer or agency computer, rather than multiple personal profiles stored at multiple server computers.

First Hit Fwd Refs

Generate Collection

L10: Entry 3 of 25 File: USPT Jan 2, 2001

DOCUMENT-IDENTIFIER: US 6169791 B1
TITLE: System and method for least cost call routing

Application Filing Date (1):
19970725

Brief Summary Text (9):
A least cost call routing system operates in conjunction with one or more telephones disposed in a location to provide least cost telephone call routing using a selected one of a number of commercial telephone carriers. A central server stores a plurality of telecommunications carriers and associated billing rates. A user's computer registers with the central server by providing certain user identification information. The user identification information includes user credit card information. The central server verifies the user credit card information in real time. If the user credit card information is verified, the central server generates a customized database of telecommunications carriers and associated billing rates for the user in response to the location of the user. In one mbodiment, the customized database only includes telecommunications carriers which offer service to the user's location. In another embodiment, the customized database includes active telecommunications carriers which currently offer service to the user's location and inactive carriers which will offer service at a predetermined activation date.

CLAIMS:

2. A method for updating customer accounts at a plurality of telecommunications carriers in a least cost call routing system, comprising the steps of:

storing a first database including a plurality of telecommunications carriers and associated billing rates on a server;

storing a second database including subscriber information and a customized database of telecommunications carriers and associated billing rates for each current subscriber on the server, the subscriber information including subscriber identification information and a telephone number;

updating the second database upon receipt of updated subscriber information from a subscriber's computer;

determining on a periodic basis if the second database has been updated;

if the second database has been updated, generating a set of updates for each telecommunications carrier in the first database, each set of updates only including update information for subscribers receiving service from the telecommunications carrier; and

transmitting the sets of updates to corresponding telecommunications carriers for use in modifying customer accounts;

if the second database has not been updated, returning to normal processing.

L10: Entry 9 of 25 File: USPT Sep 12, 2000

DOCUMENT-IDENTIFIER: US 6119164 A
TITLE: Method and apparatus for distributing over a network unsolicited information to a targeted audience

Abstract Text (1):
In response to input received from an operator, a workstation fully performs programmed instructions to carry out operator requests represented by the input. In addition, the workstation also records profile information derived from data representing operator choices and sends that profile information to a server along a communications path such as a telephonic link to a publicly-accessible network. The server analyzes the profile information, generates display information in response to the profile information, and returns display information along the communications path to the workstation. In turn, the workstation presents the display information to the operator. In this manner, information customized according to profiles can be delivered to people and organizations most likely to be interested in the information content.

Application Filing Date (1):
19970415

Brief Summary Text (12):
According to one aspect of the present invention, a client workstation receives operator input and fully performs programmed instructions according to that input, records in a storage device profile information derived from data representing the operator choices, sends the profile information to a server, and generates a display in response to information received from the server that was customized in response to the profile information.

CLAIMS:

1. A client node for presenting displays of unsolicited information customized according to operator preferences to the operator of the client node, the client node comprising:

a first communications device connected to a remote server for communications with the remote server;

an operator input device for receiving input from the user of the client node;

a display device for displaying various information to the user of the client node;

a first processing device coupled to said first communications device, said input device and said display device, wherein said first processing device further comprising means for automatically gathering profile information about the operator of the client node based on choices and activities indicated by the operator input device, means for determining if the profile information is to be sent to the remote server, and means for displaying the display information received from the remote server in response to the profile information, the display information including unsolicited information customized according to the user profile of the

user of the client node, wherein the user profile information comprises the operator's choice of a software application being executed by the client node and wherein the unsolicited information comprises one or more of information about defect fixes for the particular software application and information about upgrades to the software application.

First Hit Fwd Refs

Generate Collection

L13: Entry 2 of 3 File: USPT Nov 21, 2000

DOCUMENT-IDENTIFIER: US 6151584 A
** See image for Certificate of Correction **
TITLE: Computer architecture and method for validating and collecting and metadata and data about the internet and electronic commerce environments (data discoverer)

Application Filing Date (1):
19971120

Detailed Description Text (86):
WebTrack/WebMap 300 is the vehicle to search and transform the information from the data sources 316, and deliver the information to the WebWarehouse for storage using the secure network. The data sources preferably include the system logs (access log, agent log, and referer log) on the Web server, the user profiles (ISP/CSP customers, visitors, and transient travelers (pass-throughs)).

First Hit

☐ Generate Collection

L16: Entry 1 of 1 File: PGPB Sep 19, 2002

DOCUMENT-IDENTIFIER: US 20020133412 A1
TITLE: SYSTEM FOR MANAGEMENT OF TRANSACTIONS ON NETWORKS

Application Filing Date:
19980306

Detail Description Paragraph:
[0288] user ID (cs_userid)--A user identifier, unique to each Clickshare service or content provider, that identifies the user within that provider's site.

First Hit

☐ Generate Collection

L10: Entry 25 of 25 File: DWPI Oct 27, 1999

DERWENT-ACC-NO: 1999-592967
DERWENT-WEEK: 200040

TITLE: Communications method for automatically providing customer information to customer service representative

Basic Abstract Text (2):
DETAILED DESCRIPTION - The method involves retrieving customer information at a transaction center, by gathering and storing customer profile data when a customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with profile data, and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order. INDEPENDENT CLAIMS are included for; a method for customizing a website in accordance with user profile information; a system for customizing a website in accordance with user profile information; a transaction center in data communication with a server; a transaction center in data communication with a server apparatus.

PF Application Date (2):
19980420

Equivalent Abstract Text (2):
DETAILED DESCRIPTION - The method involves retrieving customer information at a transaction center, by gathering and storing customer profile data when a customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with profile data, and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order. INDEPENDENT CLAIMS are included for; a method for customizing a website in accordance with user profile information; a system for customizing a website in accordance with user profile information; a transaction center in data communication with a server; a transaction center in data communication with a server apparatus.

Generate Collection

L10: Entry 17 of 25 File: USPT Jan 20, 1998

DOCUMENT-IDENTIFIER: US 5710884 A
TITLE: System for automatically updating personal profile server with updates to additional user information gathered from monitoring user's electronic consuming habits generated on computer during use

Application Filing Date (1):
19950329

CLAIMS:

15. A system for storing and updating electronic information in a personal profile server for an individual user, said system being capable of dynamically changing the personal profile server on which said electronic information is stored, the electronic information being transmitted between a computer and a network including said personal profile server, comprising:

an electronic information server containing a plurality of electronic information units; and

a client system coupled to the electronic information server which receives the electronic information units from the electronic information server, wherein the client system includes,

a personal profile database which stores user information corresponding to the individual user including the individual user's electronic consuming habits,

a content adapter coupled to the personal profile database which customizes the received electronic information units to the individual user according to the user information stored in the personal profile database, the user information and the personal profile server being automatically updated with changes in the individual user's electronic consuming habits based on individual user's electronic consuming habits generated on the computer during use, and

a removable non-volatile storage device couplable to the computer and containing minimum user information including information identifying the individual user and allowing a secure access and interface from the computer to additional user information on the personal profile server, said additional user information including the individual user's electronic consuming habits.

First Hit Fwd Refs

☐ Generate Collection

L10: Entry 14 of 25 File: USPT Oct 12, 1999

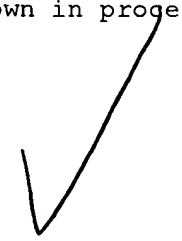
DOCUMENT-IDENTIFIER: US 5966705 A

**** See image for Certificate of Correction ****

TITLE: Tracking a user across both secure and non-secure areas on the Internet, wherein the users is initially tracked using a globally unique identifier

Application Filing Date (1):
19970630

Detailed Description Text (51):
Process block 110 indicates that the server 58 uses the user identification as a key to accessing the database entry associated with the user. Thus, user information stored in a database entry can be accessed to provide customized content to the user or additional information about the user's browsing characteristics can be stored in the database entry. The database entry also has a field that includes a GUID which is stored as shown in process block 102 (FIG. 4).



First Hit Fwd Refs

Generate Collection

L10: Entry 5 of 25 File: USPT Oct 24, 2000

DOCUMENT-IDENTIFIER: US 6138142 A

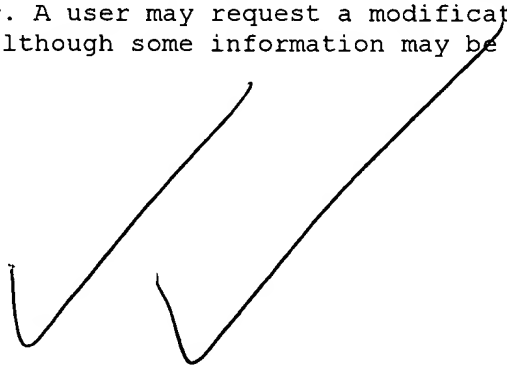
**** See image for Certificate of Correction ****

TITLE: Method for providing customized Web information based on attributes of the requester

Application Filing Date (1):
19961220

Detailed Description Text (11):
FIG. 2 shows an example of a profile of a user. In one embodiment, the profile of the user is stored on the client PC. When the user connects to the WWW and requests data, the web servers access the requester's profile and customize their response to the request based upon the profile.

Detailed Description Text (14):
In another embodiment, the profile is saved by an Internet Service Provider (ISP) through which the user accesses the Internet. ISP's include commercial online services such as America Online*, Compuserve*, Microsoft Network*, or Prodigy*. In this case, whenever the user requests data from the WWW, the web server retrieves the profile information from the ISP. The web server then customizes the data it supplies to the requester. A user may request a modification of his profile information to the ISP, although some information may be maintained by the ISP as non-modifiable.



First Hit Fwd Refs

Generate Collection

L10: Entry 11 of 25 File: USPT Dec 28, 1999

DOCUMENT-IDENTIFIER: US 6009410 A
TITLE: Method and system for presenting customized advertising to a user on the world wide web

Application Filing Date (1):
19971016

Detailed Description Text (5):
Such a profile of interests and demographic data is provided by the user on-line when the user registers to have access to the customized advertising repository service or off-line through a slow-mail registration process. When registering on-line for first time for the service through HTTP server 110, a profile page, such as illustrated in FIG. 2 is returned to client terminal 101. By using the mouse to electronically check his or her interests, such as travel, sports, etc., and by inputting demographic information such one's marital state, age, number of children, their ages, etc., as well as other information, that user's profile is stored in user profile database 112. Using well known techniques for targeting advertising to audiences based on their stated interests and demographic data, particular advertisers of products and/or services from among those product and/or service providers who subscribe to the service as advertisers are selected by CAR server 111 from an associated subscribing advertisers database 113 to dynamically create a composite advertising page specifically for that individual user based on that user's profile stored in user profile database 112. Each time the user enters the commercial context mode a dynamically created and customized composite HTML-formatted page is then presented to him or her.

First Hit Fwd Refs

Generate Collection

L10: Entry 8 of 25 File: USPT Oct 3, 2000

DOCUMENT-IDENTIFIER: US 6128663 A
TITLE: Method and apparatus for customization of information content provided to a requestor over a network using demographic information yet the user remains anonymous to the server

Application Filing Date (1):
19980210

Brief Summary Text (15):
Advantages of the invention are numerous. First, the user is able to receive customized information without having to undergo a burdensome registration or login process for each content server (web site) visited. Second, the demographic classifications, user interests, preferences or other type of demographic information can provide privacy because the various content servers (web sites) visited by the user would not obtain personal information about the user such as name, address, and phone number. Third, the same the demographic classifications, interests, preferences or other type of demographic information can be used by all interested content servers instead of each content server attempting to determine a users identity by their own efforts. Fourth, demographic information on a user of a network can be transmitted over the network, even when the network uses a connectionless protocol (e.g., the Internet). Hence, the demographic information on the user could follow the user on the network so that the server to which the user is visiting would be aware of the demographic characteristics of the user. Fifth, if desired, the distribution of the demographic information can be controlled. For example, a demographics identifier could have a controlled distribution to referring sites or any other sites for registered users such that these authorized sites would be able to identify the demographic characteristics of the user. Sixth, once the user's demographic characteristics are identified, the content provider sites are able to provide customization of appropriate content to the user.

Detailed Description Text (39):
Advantages of the invention are numerous. First, the user is able to receive customized information without having to undergo a burdensome registration or login process for each content server (web site) visited. Second, the demographic classifications, user interests, preferences or other type of demographic information can provide privacy because the various content servers (web sites) visited by the user would not obtain personal information about the user such as name, address, and phone number. Third, the same the demographic classifications, interests, preferences or other type of demographic information can be used by all interested content servers instead of each content server attempting to determine a users identity by their own efforts. Fourth, demographic information on a user of a network can be transmitted over the network, even when the network uses a connectionless protocol (e.g., the Internet). Hence, the demographic information on the user could follow the user on the network so that the server to which the user is visiting would be aware of the demographic characteristics of the user. Fifth, if desired, the distribution of the demographic information can be controlled. For example, a demographics identifier could have a controlled distribution to referring sites or any other sites for registered users such that these authorized sites would be able to identify the demographic characteristics of the user. Sixth, once the user's demographic characteristics are identified, the content provider

sites are able to provide customization or appropriate content to the user.

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L10: Entry 1 of 25 File: USPT Feb 5, 2002

DOCUMENT-IDENTIFIER: US 6345293 B1
** See image for Certificate of Correction **
TITLE: Personalized information for an end user transmitted over a computer network

Abstract Text (1):
A cost effective method for generating and delivering personalized multimedia content targeted at specific end users or groups of end users via client computers coupled to local servers by a diverse computer network which includes local area networks (LANs) and/or wide area networks (WANs) such as the internet. In one embodiment, a global server provides global content via a computer network to a local server. The local server retrieves personal profile associated with the targeted end user(s) from a local database. Personalized content is generated based on the personal profile. Customized information which includes both the global and personalized content is then delivered to the targeted end user(s) via client computer(s) coupled to the computer network. Global and personalized content may or may not be related. For example, global content may be an action movie while unrelated personalized content may be an advertisement for a custom suit in the color, style and size likely to please the targeted end user. Exemplary personal profile include indicators such as family income, hobbies and ages which provide useful indicators of the consumption habits of the end users. Such an arrangement is advantageous because the personalized content is targeted at end user(s) who have a higher probability of interest in the personalized content based on the personal profile.

Application Filing Date (1):
19970703

Brief Summary Text (13):
In one embodiment, a global server provides global content via a computer network to a local server. The local server retrieves personal profile associated with the targeted end user(s) from a local database. Personalized content is generated based on the personal profile. Customized information which includes both the global and personalized content is then delivered to the targeted end user(s) via client computer(s) coupled to the computer network. Global and personalized content may or may not be related. For example, global content may be an action movie while unrelated personalized content may be an advertisement for a custom suit in the color, style and size likely to please the targeted end user.

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L19: Entry 2 of 2 File: USPT Apr 4, 2000

DOCUMENT-IDENTIFIER: US 6047327 A
TITLE: System for distributing electronic information to a targeted group of users

Application Filing Date (1):
19960216

Detailed Description Text (7):
Computer system A 13 and computer system B 15 represent a general class of computer systems including workstations, minicomputers and personal computers. These computer systems can access the various services provided by content provider A 5, B 7, C 9 and D 11. Alternatively, computer system A 13 and computer system B 15 can be any computing device equipped to access network A 3.

Detailed Description Text (107):
In addition to the methods discussed above, a user will also be allowed to modify the subscriber profile assigned to that user so as to further customize the selection of any information to be sent to the user. In the preferred embodiment, this would be done through the use of a graphical user interface offering the user interactive modification capability of the user's subscriber profile. Alternatively, the subscriber profile can be contained in a text file which the user can download, modify, and upload as needed.

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L10: Entry 10 of 25 File: USPT Feb 29, 2000

DOCUMENT-IDENTIFIER: US 6031904 A
TITLE: Service order mechanism for telephone subscriber

Application Filing Date (1):
19970619

Detailed Description Text (29):
A high-level walkthrough for the use of the embodiment depicted in block form in FIG. 15 will be described with reference to FIG. 16. A user initially makes a connection to the Internet through their own Internet service provider, and brings up an Internet browser function. They then select a connection to their telephone company WWW server through an HTTP request (step 200). In response to this, the telephone company WWW server sends the server selection page back to the browser where it is displayed to the user (step 202). The telephone company WWW page may include a number of options, and the user selects the Subscriber Service Provisioning Manager option (step 204). This is sent to the SSPM server which returns a Login HTML page for display by the browser (step 206). The user completes the Login HTML page by typing in a phone number, PIN etc, and submits this as a further HTTP request (step 208). The SSPM server sends this information to an authentication server (step 210) which, after successfully authenticating the user information returns an "identity authenticated" message back to the SSPM server (step 212). If access is denied, then the user is given another opportunity to enter identification information (step 213). If the identity was successfully authenticated, then the SSPM Service Order application is started for that user. The service order application first sends a query to the DMS switch for the feature profile for the DN entered (step 214). This could be done either directly by the SSPM as shown in FIG. 16 or through the service change agent on the SDM, and with DMS table control facilities. The DMS sends back the service profile for that DN, and also sends back a list of the available services (step 216). The SSPM server uses this information to build a customized page to be sent to the browser. This page is generated based upon HTML templates in the SSPM database. It may include various applets and HTML entities for user interaction. These are sent back to the browser for display on the browser and use by the user (step 218). The user may select service changes. The applet may perform calculations based upon the changes requested and present the user with a calculated monthly cost for example. When a change is submitted, this is sent back to the SSPM server in response to which a "request processing" application will be started up (step 220). The service order request is translated into a series of DMS table change requests. These are sent to the DMS over the telephone company intranet (step 222). The DMS sends table change confirmation message back to the SSPM server (step 224), and the SSPM server then sends a service change confirmation back to the browser (step 226).